



WKMG

ORDER

Print Date 10/26/12 Page 1 of 2

Flight Dates 10/29/12-11/05/12

Contract / Revision **263095 /**
Original Date / Revision
 10/26/12 10/26/12
Advertiser **POL/V Demings/D/CON/FL**

Agency **Adelstein Liston**

Buying Contact
222 W. Ontario Street Suite 600
Chicago, IL 60610

Product
DEMINGS/CGRS #3483
Agency Com 15%
Billing Contact
222 W. Ontario Street Suite 600
Chicago, IL 60610

Sales Office CHG
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate # **3483**
Alt Order # **06397657**
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL CAND
Product Codes PL-Representatives-Democrat
Priority P-3
Advertiser Ref

Primary Account Executive
 Harley & Abbey Beck/Driscoll

Account Executive	Order%	Start Date	End Date
Harley & Abbey Beck/Dri	100%		

Order Share 100% Market Value 8950

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	7	\$7,607.50	\$8,950.00	0.00	10/29/12	11/05/12	7	\$7,607.50	\$8,950.00
Totals	7	\$7,607.50	\$8,950.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	11/03/12	11/03/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show		7-9a	-----1-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-		1				\$350.00		0.00			
E 2	WKMG	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1		1				\$1,800.00		0.00			
E 3	WKMG	10/29/12	11/04/12	M-SU 11p News M-SU 11p News	CM	11-1135p	MTWTFS-	:30	2	\$1,700.00	P-3	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTFS-		2				\$1,700.00		0.00			
E 4	WKMG	11/05/12	11/05/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **263095** Flight Dates **10/29/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:15:00

Advertiser **POL/V Demings/D/CON/FL** Product **DEMINGS/CGRS #3483**

Estimate # **3483**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	11/05/12	11/05/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$2,500.00		0.00			
E 5	WKMG	11/03/12	11/03/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----1-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-					1	\$450.00		0.00			
E 6	WKMG	11/04/12	11/04/12	Sun 1135p-1235a Cold Case	CM	1135p-1235a	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$450.00		0.00			
Totals														7	\$8,950.00